

## Problem solving with Standatization

For several weeks I have been working on a problem for which I had not found a reasonable solution until today. As some of you have already noticed, I'm releasing short reviews of computer games I'm currently playing. So far I had no real CSS and used the one from my website. I couldn't really work well with it, so I thought about how to spread my reviews on the internet. The main text should be on my website so that I always have access to the content and can manage it. Copies of the single reviews should be distributed as fast as possible in the net. Best so that users don't have to leave their bubble, because nobody wants to go to my website to read something. The content has to be on site so that I can reach people. Since I didn't want to take care of all providers immediately, I specialized in Twitter and found a standard there that also works in other social networks. First I had to change the design of the CSS.

```
[...]

h4 {
  color: #ffbb00;
  font-size: 14px;
  font-variant: normal;
  font-weight: 700;
  line-height: 15.4px;
}

[...]

img {
  margin-top: 20px;
  max-width: 500px;
}

p {
  font-size: 12px;
  font-style: normal;
  font-variant: normal;
  font-weight: 400;
  line-height: 20px;
  max-width: 460px;
  hyphens: auto;
  text-align: justify
}
```

To save time, I made a copy of the old CSS file and adapted it to the new requirements. Important points I paid attention to are: (If possible) one image for each review, all images are in the same format and size. Headline with \$game title, \$developer and \$publisher. The text should not be longer than a monitor page adapted by me. So that everything looks more orderly the text is arranged in justification. At the end of the article is the name of the author and on which operating system the computer game was tested. As you can see this is already a big part of the later standard. We pack everything into a handy format. I don't have more work, the opposite is the case. Since I can adhere to these rules, I can concentrate on the content of the review. We do more work beforehand so that we have less stress later on. When you start projects you should think about how everything should go. I'm speaking from the experience of a programmer.

As you can see from the screenshot below, it was quite awkward to publish my reviews on Twitter. Since you only have a certain amount of characters to use, you can't create a reasonable text. Hashtags are in the middle of the text and make it difficult to read. The link looks shitty and is not shortened by Twitter. Pictures had different sizes, which made the whole tweet ugly. Since I always linked to my `.games.html` page, this was superfluous on closer inspection. I have linked the website in my Twitter profile and if someone is interested in further reviews, he can look there. Furthermore, the users had to leave Twitter and only few of them want to do so. Opening a new website in your browser takes too much important time. I do that myself, if something takes too long I quickly lose interest and my attention turns to something new. Whether this is good or bad is not discussed in this article.

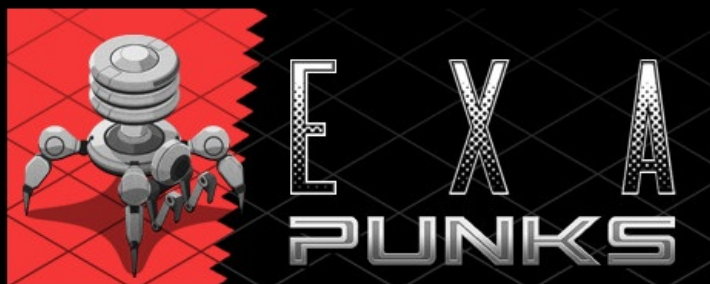


ROB [END OF LVL] BOSS @R0B\_BOSS · 14h

Read the [#GameReview](#) article about [#CuriousExpedition](#) by Maschinen-Mensch [voidnill.gitlab.io/cosmic\\_voidspa...](#)



My idea is to just take a screenshot of the review. But this can only work if we have solved the problem with a standardization before. So I can always be sure that the screenshot always looks the same. This makes the screenshot recognizable to the users and promotes its distribution. The shots can also be distributed quickly. You don't have to copy a text but you can save the whole picture and repost it in the next network. With the white font and the black background I have brought in a very simple design. One should be able to recognize the black Review cards as fast as possible on the Internet. This is also a standard. Individual design or gaming journalism is nice and good, but you can't reach the masses with it. For the masses you have to find a set of rules that fit to this target group. Twitter has only [X] signs, every Uber car is black, an Amazon parcel carrier always wears the same clothes. The consumer web has to be cut to fit every user. I will earn money with my reviews in the future and can separate this very well from my private projects on this website. My goal is to achieve maximum reach and profit with as little work as possible. That only works if you continuously produce content. Standards help.



**READ ZINES. WRITE VIRUSES. HACK EVERYTHING.**

#### EXAPUNKS, Zachtronics

EXAPUNKS is a hacker logic puzzle game for a special target group. You should have some background knowledge about the assembly language, because you program the puzzles in a similar language. The single sequences then take place e.g. in a national bank or other servers. The maps are arranged in the isometric perspective and your single programs run as small spider robots over the map. This looks a lot like cyberpunk, but without rain, violet colors and keyboard background music. The story is told very quickly. It is 1997 and you are a junk who needs money for his medicine. Through a chat a guy is chatting to you and from then on you have to solve tasks. The breathed on pixel design is atmospheric and fits to what you imagine under a hacker setting. Tutorials can be read in Zines and you can already see that people from the programming and demo scene were involved in the game. All in all the game is for friends who like to stay good hacker puzzles and move in a cyberpunk setting.

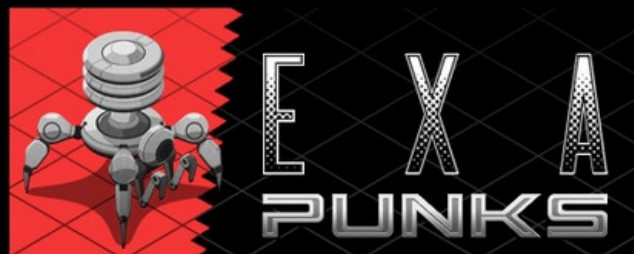
**Author: ROB BOSS, PC/Linux**

I had to test some times and the screenshots under the text here are only intermediate steps. As you can see it looks much tidier. You have a frame with a headline picture and the headline with the \$game title below is the text. This is cut in the preview, which shouldn't be a problem. People have already decided after the picture and the headline whether they want to read the text or not. If you then click on the preview, the whole review will be shown to the user. You don't have to leave your social media bubble to read the content. The text is also not so long, but says concretely what the game does or which genre it is about. People want to read something in peace and not be disturbed. Especially the preview in Twitter prevents other influences because a darkened overlay

is placed over the background. This sets a new focus for the user. Of course there are also some close-up parts, because the gamecards are not barrier-free. Blind people cannot have the content read to them. Maybe a solution will be found in the future.



With this article I want to show how to solve problems with different standards. You break everything down to a simple denominator, just like in fractions. If everything fits, you package these rules and create a very good working environment. A framework for websites is nothing else. You have a header, a content area and a footer. This is a very simple website, but in almost every case it can be shown to a user. Almost all social networks have these rules and there are even similarities among each other which can be used as orientation. If you still have to change something, that's no problem because you simply change a certain point and publish a new version of the framework. In my opinion, gaming journalism also needs adapted rules so that it can survive according to the theory of digital evolution. Videos and podcasts are a strong competitor and if you can't get information to the target group quickly, you can pack your bags and [start growing tomatoes](#).



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